

The City of Hialeah
Communications & Special Events Department
20 East 6 Street
Hialeah, Florida 33010
Phone: 305.889.5701
Fax: 305.888.8031



Press Release

HIALEAH BUSINESS OFFERS RESIDENTS A THROWBACK TO THE FIFTIES

Hialeah, Florida – On Monday afternoon, Mayor Julio Robaina, the esteemed Hialeah City Council and County Commissioner Rebecca Sosa, came together to celebrate the grand re-opening of the Dairy Queen Restaurant on Hialeah Drive. The business, which originally opened in 1951 and is over fifty years old, has been restored and officially opened its doors again to serve a brand new generation of ice cream lovers, hopefully, for another fifty years to come.

Owned by Penny and Steve Nelson since the early 80's, the business is the culmination of the American Dream. In a successful quest to reopen the historical landmark, the Nelsons asked the City of Hialeah for help, and Hialeah responded with a grant in the amount \$140,000 as part of the Commercial Revitalization Program. The grant is made specifically for facade improvements to local businesses in specific target areas of the city, Hialeah Drive being one of them. The program matches funds for improvements which retain or create jobs or provide a service to the community. In the case with the new re-vamped Dairy Queen, the owner provided all interior improvements and the city provided help for the exterior facade.

For the approval of the grant the case was evaluated carefully for potential job creation and/or retention, overall cost effectiveness, beautification of the area, and other factors. The historic aspects and length of the particular business in the area weighs in as part of the process, and the Dairy Queen on Hialeah Drive, definitely met that criteria.

At the ceremony the Nelsons and their daughter India, seemed excited and emotional to see their business come alive again with customers and work in the spirit of the fifties which is so nostalgically missed. Their noble endeavor took four years to restore and the Nelsons are now serving the children of customers who visited the Dairy Queen as kids. Touching and rewarding, the ceremony brought tears to India's eyes to see her parents' struggle and dream come to fruition. Mayor Julio Robaina presented the family with a Certificate of Appreciation for their tireless efforts and for the merit they have in creating jobs for the City of Hialeah. Themed after the classic era, the locale stayed true to its original beauty and tradition. The ice cream will be the same home-made recipe used when it was first built and the business will strive to serve customers with the same friendly service once found in the fifties.

PHOTOS –

007 – Isabella Benitez enjoys a sweet, cold, Dairy Queen treat made from the same home-made recipe used in 1951!

021 – From left to Right – India Nelson, Penny Nelson, Mayor Julio Robaina and Steve Nelson.

130 – India Nelson, helps the Mayor cut the ribbon officially opening the Dairy for business!